

Message Text

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TAGS: BEXP, BR
SUBJECT: FY'79 CCP: RECOMMENDATION FOR INCLUSION OF COMMERCE-
SPONSORED CATALOG SHOW AT FENAM-78

REF: SAO PAULO 77 A-61

1. SUMMARY THE COUNTRY COMMERCIAL ACTION GROUP (CCAG) RECOMMENDS THAT
THE
1979

CCP INCLUDE A COMMERCE-SPONSORED CATALOG SHOW AT THE FENAM-1978-
SEVENTH NATIONAL WOOD FAIR TO BE HELD IN CURITIBA, STATE OF PARANA,
OCTOBER 13-22, 1978, FOR SPECIAL POST ACTIVITY (THIS WILL BE INCLUDED
IN PROPOSAL FY'79 CCP AS AN ACTION-WOOD WORKING AND LUBER
MACHINERY.)

THE WOODWORKING AND RELATED SECTORS ARE OF GREAT SIGNIFICANCE TO
BRAZIL

AS A WHOLE, BUT THEY ARE ESPECIALLY IMPORTANT TO THE RAPIDLY
DEVELOPING
STATE OF PARA, WHICH HAS NOT SEEN AN OFFICIAL U.S. PROMOTION FOR MANY
YEARS. END SUMMARY.

2. BRAZIL'S WOODWORKING, WOOD PROCESSING AND FORESTRY INDUSTRIES,
LONG

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IMPORTANT SECTORS ON THE NATIONAL SCENE, ARE TODAY UNDER INCREASING
PRESSURE TO ASSUME A LEADING ROLE IN BOOSTING THE COUNTRY'S
EXPORTS AS PART OF THE NATIONAL EFFORT TO OFFSET THE COST OF
IMPORTED OIL AND BRING THE BALANCE OF PAYMENTS INTO LINE. BRAZIL
HAS VAST, SEEMINGLY LIMITLESS NATURAL RESOURCES OF LUMBER, BUT
ANY DRAMATIC INCREASE IN EXPORTS OF WOOD PRODUCTS WILL REQUIRE
INCREASED PRODUCTIVITY AND GREATER EFFICIENCY IN ORDER TO BECOME

MORE COMPETITIVE ON THE INTERNATIONAL MARKET. THIS IN TURN CANNOT BE ACHIEVED WITHOUT MODERN, TECHNOLOGICALLY ADVANCED WOODWORKING AND PROCESSING MACHINERY AND EQUIPMENT, MUCH OF WHICH WILL HAVE TO BE IMPORTED. THIS SECTOR THUS PRESENTS GREAT POTENTIAL FOR U.S. EXPORTS.

3. THE FENAM-NATIONAL WOOD FAIR IS THE MOST IMPORTANT WOODWORKING AND FORESTRY MACHINERY AND EQUIPMENT FAIR IN BRAZIL, AND IS BECOMING THE MAJOR EVENT OF THE SECTOR FOR ALL OF LATIN AMERICA, WITH AN EVER-INCREASING NUMBER OF INTERNATIONAL VISITORS. AN ESTIMATED FIFTY TO SIXTY THOUSAND VISITORS ARE EXPECTED TO ATTEND THIS YEAR'S SEVENTH EDITION OF THIS ANNUAL SHOW TO BE HELD IN THE MODERN CURITIBA EXHIBITION CENTER LOCATED NEAR CURITIBA'S HIGHLY SUCCESSFUL INDUSTRIAL CITY. IT IS EXPECTED THAT THIS EVENT WILL PROVIDE MAXIMUM POSSIBLE EXPOSURE FOR U.S. PRODUCTS TO THIS IMPORTANT BRAZILIAN AND LATIN AMERICAN MARKET. IT IS IMPORTANT TO NOTE THAT THE FAIR THEME QUOTE WOOD FAIR UNQUOTE IS VERY BROAD, AND TAKES IN ALL ASPECTS OF WOODWORKING, WOOD PROCESSING, TREATING, HANDLING, FORESTRY, PULP AND PAPER, ETC. AS A SHOW REPRESENTATIVE STATED, QUOTE ANYTHING THAT HAPPENS FROM THE TREE SEED THROUGH FINISHED WOOD PRODUCT UNQUOTE IS INCLUDED,

4. THE STATE OF PARANA, LOCATION OF FENAM-78, IS BRAZIL'S FIFTH LARGEST STATE IN TERMS OF POPULATION, AND HAS ONE OF THE NATION'S FASTEST-GROWING ECONOMIES. THE STATE'S AGGRESSIVE DEVELOPMENT EFFORTS, THE ITAIPU DAM POWER COMPLEX (TO PRODUCE UNCLASSIFIED

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OVER 12 MILLION KILOWATTS), THE INDUSTRIAL CITY OF CURITIBA, AND OTHER FACTORS INSURE THAT PARANA WILL CONTINUE TO ENJOY A HIGHER RATE OF INDUSTRIAL DEVELOPMENT THAN MOST OF BRAZIL FOR THE FORESEEABLE FUTURE. THE INDUSTRIAL CITY OF CURITIBA (CURITIBA'S INDUSTRIAL PARK, SEE REF. SAO PAULO A-61) WHICH INAUGURATED ITS FIRST PLANT IN 1975, TODAY COUNTS OVER 121 FIRMS EITHER ALREADY OPERATIONAL OR IN CONSTRUCTION OR PLANNING STAGES. AMONG THESE ARE SUCH GIANTS AS SIEMS, SPERRY RAND, PHILIP MORRIS, VOLVO, KAWASAKI, ETC. ALTHOUGH THIS RATE OF INDUSTRIAL DEVELOPMENT PRESENTS BETTER-THAN-AVERAGE OPPORTUNITIES FOR U.S. EXPORTERS OF TECHNOLOGICALLY ADVANCED MACHINERY AND EQUIPMENT, THERE HAS BEEN NO U.S. GOVERNMENT-SPONSORED EXPORT PROMOTION EVENT IN PARANA FOR THE PAST TWELVE YEARS. THUS IT IS FELT THAT FENAM-78 SHOULD BE UTILIZED, NOT ONLY TO REACH THE FOREST PRODUCTS AND WOODWORKING INDUSTRIES THROUGH THE CATALOG SHOW, BUT TO MAKE ALL PARANA FIRMS AWARE OF THE E/C SECTION OF THE CONSULATE IN SAO PAULO. MORE SPECIFICALLY, THESE FIRMS WILL BE ABLE TO USE THE VISUAL SEARCH MICROFILM FILE (VSMF) AT THE U.S. BOOTH AT THE FAIR, ENABLING THEM TO LOCATE U.S. SOURCES OF ALL TYPES OF PRODUCTS ACCROSS-THE-BOARD, GREATLY ENHANCING THE SCOPE AND EFFETIVENESS OF THIS EVENT.

5. COST OF PROPOSED ACITIVITY. THE TOTAL COST FOR A COMMERCE-SPONSORED CATALOG SHOW WOULD BE \$11,782.00, BROKEN DOWN AS FOLLOWS: 50 SQUARE METER STAND, COMPLETED AND FURNISHED, \$4200.00 (INCLUDES 10 0/0 DISCOUNT FOR GOVERNMENT ENTITY); PRINTING OF SHOW CATALOG AND FLYER, INCL. POSTAGE FOR FLYER, \$3610.00; RECEPTIONIST AND SECRETARIAL ASSISTANCE, \$720.00; TRANSPORTATION OF CATALOGS (ONE-WAY) AND VSMF (ROUND-TRIP), \$570.00, ROUND-TRIP AIR FARE FOR TWO TO CURITIBA, \$182.00; AND PER DIEM AND OVERIME DURING SHOW, \$2500.

6. FAIR MANAGEMENT HAS AGREED TO HOLD THE LAST 50 SQUARE METER AREA FOR US ONLY UNTIL FEBRUARY 15. WE CANNOT BE SURE THAT THEY WILL BE WILLING TO GIVE US A NEXTENSION, AS THE FAIR IS NORMALLY UNCLASSIFIED

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SOLD OUT, AND SPACE IS IN DEMAND, (THE FAIR ORGANIZERS, DIRETRIZ EMPREENDIMENTOS OF CURITIBA, HAD ORIGINALLY OFFERED US 100 SQUARE METERS, BUT 50 OF THIS HAS SUBSEQUENTLY BEEN SOLD).

7. ACTION REQUESTED: USDOC APPROVAL OF THE PROPOSED EXPENDITURE OF \$11,782.
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